

# Community Heritage Development Committee

April 28, 2022



TEXAS HISTORICAL COMMISSION

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**AGENDA**  
**COMMUNITY HERITAGE DEVELOPMENT COMMITTEE**

Alamo Complex  
Alamo Hall  
300 Alamo Plaza  
San Antonio, TX 78205  
April 28, 2022  
11 a.m.

*(or upon the adjournment of the 10:30 a.m. Architecture committee meeting, whichever occurs later)*

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*This meeting of the THC Community Heritage Development Committee has been properly posted with the Secretary of State's Office according to the provisions of the Texas Open Meetings Act, Chapter 551, Texas Government Code. The members may discuss and/or take action on any of the items listed in the agenda.*

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1. **Call to Order** — *Committee Chairman Peterson*
  - A. Committee member introductions
  - B. Establish quorum
  - C. Recognize and/or excuse absences
2. **Consider approval of the February 1, 2022 committee meeting minutes** — *Committee Chairman Peterson*
3. **Consider approval of the FY 2023 funding plan for the Texas Heritage Trails Program** (item 11.2) — *Committee Chairman Peterson*
4. **Presentation and discussion of the heritage tourism consumer data dashboard** — *Sarah Page and Justin Minsker*
5. **Community Heritage Development Division update and committee discussion** — *Patterson*
  - A. Update on division staffing
  - B. Update on the Real Places Conference
  - C. Update on the Texas Main Street Program activities including DowntownTX.org
  - D. Update on heritage tourism activities including Texas Heritage Trails Program
  - E. Update on the Certified Local Government activities including grants, training, and prospective CLGs
  - F. Update on the Texas Treasures Business Award
6. **Adjournment**

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, large print or Braille, are requested to contact Esther Brinkley at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made.

# TEXAS HISTORICAL COMMISSION

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## MINUTES COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

Hilton Austin  
Room 400/402  
500 East 4<sup>th</sup> Street  
Austin, TX 78701  
February 1, 2022  
9:00 a.m.

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*Note: For the full text of action items, please contact the Texas Historical Commission at P.O. Box 12276, Austin, TX 78711 or call 512.463.6100.*

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### 1. Call to Order

The meeting of the Texas Historical Commission (THC) Community Heritage Development Committee was called to order by Committee Chairman Pete Peterson at 9:00 a.m.

#### A. Committee member introductions

Chairman Peterson welcomed everyone. Members in attendance in addition to the Chair, included Commissioners Donna Bahorich, Monica Zárate Burdette, Garrett Donnelly, and Daisy Sloan White.

#### B. Establish Quorum

Chairman Peterson noted a quorum was present.

#### C. Recognize and excuse absences

Chairman Peterson noted that Commissioners Renee Dutia and Lilia Garcia were absent. Commissioner White moved to excuse their absences, seconded by Commissioner Donnelly. Motion passed unanimously.

### 2. Consider approval of the October 28, 2021 committee meeting minutes-*Committee Chairman Peterson*

Commissioner Bahorich moved, Commissioner White seconded, and the commission voted unanimously to approve the October 28, 2021 Community Heritage Development Committee meeting minutes.

### 3. Consider approval of the application ranking and funding recommendations for the FY 2022 Certified Local Government Grants and allocation of available FY 2021 grant funds-*Committee Chairman Peterson*

Mr. Patterson provided a summary of the eight applicants up for consideration this year within the traditional grant category. The applications have been ranked according to scores with concurrent funding recommendations which are determined on the actual allotment by the federal government. The CHD anticipates \$167,000 this year which is what was available last year.

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Commissioner Peterson asked how close San Antonio is to completing their fiscal year 2020 project, as their selection for this CLG grant is contingent upon completion. Mr. Patterson answered that he believes they are about 30-45 days out. If they do not complete their 2020 project, they will be passed over for the CLG grant. The recommended awards to communities for local staff and commissioner travel to NAPC Forum using fiscal year 2021 funds were also discussed.

Regarding the 2022 CLG grants: Commissioner Donnelly moved; *Move that the committee send forward to the Commission and recommend acceptance of the ranking as presented and funding recommendations for the Fiscal Year 2022 Certified Local Government grants based on the availability of federal funds. Funds will be committed in the order of commission staff rankings as federal funds become available. Individual recommended funding amounts may be adjusted as necessary to ensure efficient use of the available funds.* Commissioner White seconded the motion. Motion passed unanimously.

Regarding the reallocation of 2021 grant funds: Commissioner Bahorich moved; *Move that the committee send forward to the Commission and recommend acceptance of the ranking as presented and funding recommendations for the allocation of available Fiscal Year 2021 funds to travel stipends for FORUM22. Funds will be committed in the order of commission staff rankings as federal funds become available. The Commission waives the match requirement for stipends. Individual recommended funding amounts may be adjusted as necessary to ensure efficient use of the available funds.* Commissioner White seconded. Motion passed unanimously.

#### **4. Consider authorization for Friends of the Texas Historical Commission to license DowntownTX.org and associated intellectual property as a pilot to a single organization with similar mission-*Committee Chairman Peterson***

Executive Director Mr. Wolfe provided a summary of the licensing project and its scope. The summary described the initial cost to Georgia, approximately \$60K, which will cover the development and five years of licensing. After this phase, the software can be utilized by other entities without additional investment from the THC. The contract with Georgia, which will outline who owns the code and data, among other things, will be negotiated by the Friends of the THC. The anticipated steps after Commission approval of the pilot licensing proposal are as follows:

1. Licensee pays FTHC \$14,000 to hire attorney to draft licensing agreement.
2. Licensing agreement is approved and executed by FTHC.
3. Licensee pays FTHC \$58,000 to contract with CRE for code modifications, training and support of licensee.
4. THC staff trains licensee on data upload and website use.
5. CRE takes over maintenance and technical support for licensee.
6. THC evaluates pilot project and reports to Commission.

Commissioner Bahorich moved; *Move that the committee send forward to the Commission and recommend authorization for Friends of the Texas Historical Commission to license DowntownTX.org and associated intellectual property as a pilot to a single organization with similar mission, with all terms and conditions to be approved by the Friends Board of Trustees.* Commissioner Burdette seconded.

Commissioner Donnelly amended the motion, to include the following: *The business plan and model for DowntownTX will continue to be adapted and fully developed with long term goals and identify additional opportunities for the program's future.* Commissioner Bahorich and Commissioner Burdette accepted the amendment. The amended motion passed unanimously

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### 5. Community Heritage Development Division update and committee discussion-*Division Director Patterson*

Mr. Patterson provided an update on Real Places Conference taking place February 2-4, 2022 in Austin. The conference will have 65 speakers, 40 sessions, and 635 total participants. The agency has made the keynote sessions available to watch online for some registrants although the conference is not a hybrid event. Sponsorship contributions have increased by 40 percent since the last in-person conference in 2020. Preservation partnerships have also increased. This year we have 21 partners, thanks to the quality of the program. It is anticipated that the conference will be profitable leaving a surplus in the Friends account that will be utilized for future conferences.

New staff members Bryce Hendrickson and Malena Maiz were introduced. They are both part of the Main Street design team.

Mr. Patterson described a potential First Lady's Tour in Hamilton, a return to staff traveling out to the communities, and the status of a word mark application for DowntownTX. Spanish translation of heritage tourism guides continues to expand for digital audiences. Mr. Patterson talked about a fall webinar on the El Camino Real de los Tejas National Historic Trail that was produced by Communications with Caddo Mounds and Mission Dolores State Historic Sites.

Mr. Patterson discussed a new partnership with Airbnb in which heritage tourism concepts will be introduced to hosts around Texas and, in the future, a closer partnership with hosts in Galveston will direct guests to historic sites and attractions in that region.

The Texas Treasure Business Award has been revamped, offering a new and improved online submission format. New quarterly deadlines aim to make the processing more efficient, provide better marketing opportunities and customer service for nominees or recipients. Commissioner Burdette inquired about the existence of informational brochures and Mr. Patterson responded that there is one in the works. A Spanish-language version was also suggested and staff agreed that translation would be beneficial.

### 6. Adjournment

The meeting was adjourned at 9:36 a.m.

## Quarterly Report

Community Heritage Development (CHD) Division  
January–March 2022

### WORK IN COMMUNITIES

The communities participating in CHD’s programs rely heavily on our staff expertise and guidance, which often must be delivered onsite.

In January and February, staff provided measurable assistance to all 10 trail regions and 32 communities. Assistance, or in some cases multiple incidences of assistance, was provided to **Bay City, Canton, Carthage, Corsicana, Del Rio, Galveston, Gonzales, Hamilton, Houston, Huntsville, Kerrville, Killeen, Kingsville, La Grange, Laredo, Lubbock, Mansfield, Marathon, Mesquite, Mineola, Mineral Wells, Mount Pleasant, Palestine, Paris, Pittsburg, San Antonio, San Marcos, Stephenville, Texarkana, Uvalde, Victoria, and Weatherford.**

### RESULTS IN FROM REAL PLACES 2022 CONFERENCE

The sixth annual Real Places Preserving Historic Texas Conference was held February 2-4 at the downtown Hilton Austin. The conference was scheduled to include approximately 80 speakers from across the state and country.

For 2022, the conference was proud to present five renowned keynote speakers from across the country—Dr. Katherine Sharp Landdeck of Denton; Author Sarah Bird of Austin; Journalist and author Toni Tipton Martin of Baltimore; Darren Walker, president of the Ford Foundation (who conversed from New York City with University of Texas professor Dr. Daina Ramey Berry); and material conservator, Ivan Myjer of Massachusetts. Keynote sessions were livestreamed to virtual registrants and to many of those attendees who weather prevented from arriving.

The 2022 event opened with an outdoor evening reception at the newly restored French Legation State

Historic Site before the arctic front moved in. The cold and ice caused a variety of last-minute cancellations of attendees and speakers. At the close of registration, 638 participants were signed up. In the end, the weather and COVID-19 concerns didn’t dampen enthusiasm but did hold the total participants on site to 498. While the keynotes survived with only one minor swap of making Dr. Walker’s address remote, one-third of the planned 30 breakout sessions had to be cancelled when speakers could not arrive.

A post-conference survey of public participants was conducted shortly after the conference concluded. 87 percent of respondents rated the conference quality positively, with 43 percent rating it “excellent.” These results are like previous in-person and virtual conferences, though those rating the conference excellent versus good declined notably. With the weather hiccups and cancellation of so many breakout sessions, it would have been unreasonable to not expect a dip in conference satisfaction.

### DOWNTOWNTX.ORG EXPANSION CONTINUES, WITH OPPORTUNITY TOURS RETURNING IN MAY

The Texas Main Street Program has continued expanding and improving the DowntownTX.org website. Staff continue working with the communities, undertaking parts of the inventory process, and training local officials on the system operations. Building inventories, resource surveys, appraisal data, incentive information, available real estate, and historic districts are mapped and displayed on DowntownTx.org.

A total of 104 communities are either live or in the process of data integration. To date, 20,536 properties have been inventoried, including 582 locally designated landmarks, 2,601 properties that contribute to local districts, 354 National Register-listed properties, and 2,986 parcels that contribute to National Register districts.

For the sixth year, communities have committed to host “Imagine the Possibilities” tours of their available downtown properties for lease or sale. The tours are designed to raise awareness of DowntownTX.org and to connect real estate agents, potential investors, and business owners from across regions to downtown properties. This year, all tours will resume in-person events. The agency will provide support for the events and will consider the design of each one before determining the appropriate level of promotion on THC channels.

The 20 communities planning to host 2022 tours include **Amarillo, Beaumont, Beeville, Corsicana, Denison, Denton, Elgin, Freeport, Goliad, Hamilton, Levelland, Palestine, Paris, Rio Grande City, San Augustine, Sherman, Stephenville, Temple, Vernon, and Victoria.**

## **HERITAGE TOURISM**

This quarter, the Heritage Tourism program partnered with Airbnb to assist hosts in serving as on-the-ground ambassadors for heritage tourism in Texas. The team kicked off the partnership with an informational webinar that covered heritage tourism advocacy, the history of the Texas Heritage Trails Program (THTP), travel guides, mobile tours, and much more. The event was promoted to over 13,000 Airbnb hosts across Texas; 413 registered and 108 attended.

The newly redesigned TexasTimeTravel.com website will launch during National Travel and Tourism Week, May 1-7. Staff has been working on the development site with the vendor, Tempest, and the regions to ensure the site is fully functional and that the content is accurate. Training on the new content management system for THC staff and THTP executive directors is underway.

The team is utilizing the consumer research dashboard to develop a standardized quarterly report for each Texas Heritage Trail Region. The report will contain information about the previous quarter’s visitors, including demographics, length of stay, visitor origin, and much more. The regions can use this information to better understand their visitors and improve their consumer marketing and outreach.

Staff has completed a salary and compensation study for the THTP regions. The information gleaned from

this survey will assist the regional boards in benchmarking and staying competitive in the marketplace.

Plans are underway for the next THTP semi-annual statewide business meeting. The meeting will likely be held in June and in a location outside of Austin.

The Heritage Tourism program is collaborating with Communications on a new template for the regional THTP travel brochures. Starting with the Texas Plains Trail Region, staff is creating a new design template that can be used on the redesigns for each subsequent trail region. The brochure’s content will be updated and revised, featuring new photography and layouts to promote the region and its heritage assets. The brochures will be produced for digital distribution, with the option for individual regions to fund printing of their guide. Due to the significant redesign and new photography being undertaken by staff, this will be a multiyear effort to complete.

## **NEW STAFF MEMBERS JOIN THE DIVISION**

As announced at the February quarterly meeting, the division welcomed two new designers to the Texas Main Street Program in January.

Bryce Hendrickson joined the program after completing his bachelor’s degree in architecture, with a film studies minor, from Miami University in 2021. From 2019-2021, he was employed as a student worker under the direction of the university architect. Notably, he was the only architecture student retained during the pandemic and his reference confirmed his important role and demonstrated work ethic in this often-difficult period.

Malena Maiz earned her bachelor’s degree in architecture from Universidad de Monterrey in 2006. She has advanced coursework at Universidad Politecnica de Cataluna with a master of landscape architecture and sustainable architecture as well as a master of landscape architecture, sustainable landscape, and urban design from The Conway School. Maiz has professional work experience with residential design, rehabilitation, urban design, and planning projects for streetscape and public spaces in historic districts. Her urban design and architecture background will aid and compliment the collaborative work of the design team, as will her fluency in Spanish.

# TEXAS HISTORICAL COMMISSION

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Item 11.2  
Texas Historical Commission  
Quarterly Meeting  
April 28-29, 2022

## Consider approval of the fiscal year 2023 funding plan for the Texas Heritage Trails Program

### **Background:**

The Texas Historical Commission (THC) is charged with promoting heritage tourism by assisting local governments, organizations, and individuals in the preservation, enhancement, and promotion of heritage and cultural attractions in the state. The program is required to include efforts to:

- Raise the standards of heritage and cultural attractions around the state
- Foster heritage preservation and education
- Encourage regional cooperation and promotion of heritage and cultural attractions
- Foster effective local tourism leadership and organizational skills

The Texas Heritage Trails Program has been the primary vehicle for providing heritage tourism leadership and assistance to the state. The 87<sup>th</sup> Texas Legislature appropriated \$1,000,000 each year of the FY 2022-23 biennium to support the Texas Heritage Trails Program (THTP). The amount appropriated by the legislature has remained at \$1,000,000 annually since fiscal year 2020 though \$50,000 each year of the 2020-21 biennium was recaptured without losses to the regional funding.

In July 2021, the THC approved a single year of the proposed funding plan, leaving 2023 to be reconsidered.

Staff recommends continuing the prior funding plan approved, without changes. This total \$81,500 maximum of state funds made available to each region remains unchanged and the regional matching requirements are unchanged. The base amount provided to each region for their services will be \$60,000 and the amount requiring a direct match will remain \$21,500, keeping the total funding level unchanged. The proposed plan keeps the ratio of state funds to cash match to steady for the biennium at 2:1.

There remains a reasonable expectation in the plan's design that each region will be able to achieve \$81,500 annually in state financial support.

More details are shown on the attached Amended Texas Heritage Trails Funding Plan for FY 2023.

### **Suggested motion:**

#### **Recommended motion (Committee):**

Move that the committee send forward to the Commission and recommend approval of the fiscal year 2023 funding plan for the Texas Heritage Trails Program.

#### **Recommended motion (Commission):**

Move to approve the fiscal year 2023 funding plan for the Texas Heritage Trails Program.



**Base Contract Amount**

- The \$60,000 base amount per region will be distributed quarterly, \$15,000 on or about September 15; \$15,000 on or about December 15; \$15,000 on or about March 15; \$15,000 on or about June 15.

**Additional Amount Eligible to be Earned Through Matching**

- Each region is permitted to earn an additional \$21,500 annually by documenting allowable cash and in-kind matches from a variety of sources.
- Unclaimed portions of the match may be rolled over to the following fiscal year for the same region to request reimbursement at the discretion of the THC and only as permissible by any restrictions on appropriations. THC does not guarantee that unclaimed funds will be available to be claimed in subsequent years and regions leaving balances do so at their own risk.
- Regions are encouraged to cite the match requirement when soliciting local support.

**Additional Amount Eligible to be Earned Through Cash Matching**

- Cash will be matched at \$2 state funds for each documented \$1 from the region until the total additional \$21,500 is achieved by the region.
- Cash may be donations, memberships, payments for services or participation in projects, or other similar gross revenue approved by THC. Local match can come from both public and private sources including governmental entities, individuals, corporate etc. and may be local or regional in nature.
- Revenue earned by the Trails LLC during the period may be counted as cash match by LLC participants at the time it is earned.
  - LLC will need to report earnings attributed to each region periodically and the region will submit the documentation to THC in their match request.
- Regions with unusual revenue sources or unique arrangements may be evaluated to determine the appropriate matching method and calculation.
- Funds provided by THC may not be used for matching purposes.

**Additional Amount Eligible to be Earned Through In-kind Matching**

- Up to \$8,250 of in-kind support may be used as match at 1:1 ratio in lieu of cash revenue or other financial support. In-kind matching is not required, and a region may choose to claim the full maximum available via cash matching.
- Allowable in-kind expenses include donated goods or services as well as documented volunteer time or travel of board members and partners necessary to fulfill the region's mission.
- Maximum In-kind hourly rates may be set by THC and shall not exceed IRS or state limits.
- Goods or services provided by other THTP regions or that may otherwise have been funded by THC may not be utilized as match.

**(continued)**

### **Reimbursement Requests for Matching**

- Requests for reimbursement based on regional matching may be submitted between September 1 and June 30 of the fiscal year. This cutoff is necessary for year-end processing at THC. However:
  - Funds or in-kind raised between July 1, 2022 and August 31, 2022 may be used as match in fiscal year 2023.
  - The same funds or in-kind may not be claimed as match for more than one fiscal year.
- Reimbursement may not be requested more frequently than monthly.
- Requests must be received by the first business day of the month to be paid the following month.
- Except for the final request of the year, requests shall not be for amounts less than \$1,000 in funds to be reimbursed.

### **Other Funding Requirements**

- Regions must expend the state funds and any required local match to provide heritage tourism services. No more than 20 percent of the combined state funds may be carried over from year to year or otherwise held in reserve without agency approval.
- Financial penalties may be imposed upon a region for non-performance, including for non-compliance with reporting requirements.